



## **Services We Provide**

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Media & Employee Communications relays the Laboratory's missions and activities to the external and internal news media, such as newspapers, magazines, radio, television and online news agencies.

## **Media & Employee Communications**

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We work with clients to develop communication plans, Q&As and messages for the news media. We also promote internal communication through our "official grapevines" of Newslane and NewsOnline. Our job is to:

- Train clients to "meet the media" in person.
- Advise clients on how and when best to communicate news stories inside and outside the Lab.
- Plan and stage news conferences, media tours and publicity events.
- Monitor internal programs and directorates for newsworthy events and stories.
- Write Newslane stories and NewsOnLine announcements.
- Prepare news releases and media advisories.
- "Pitch" stories to news organizations.
- Respond to questions and inquiries from reporters.
- Escort reporters on-site.
- Assemble, distribute and archive Laboratory news clips.
- Serve as communicators during Lab emergencies.

### **Tips:**

- Call us as far in advance as possible.
- Think of an angle or news hook that would appeal to a "common denominator" to communicate to the entire Lab.
- Things we definitely want to hear more about: scientific research results and breakthroughs; new technological devices; prestigious national/international academic or scientific awards; major governmental appointments; memberships in prestigious academic/scientific organizations; human interest stories involving employees; and items of general interest to the Lab and the external population.

## **Products & Deadlines**

- Daily Clips: Published daily on the Web and through Fax.

- Press Releases: Published as needed.
- *Newsline*: Published weekly on Friday. Deadline for copy: Wednesday, noon.
- *NewsOnLine*: Published electronically on Monday and Wednesday. Deadline for copy: 10 a.m. Tuesday; 10 a.m. Friday.
- Technical Meeting Calendar: Published weekly in *Newsline* and electronically on Friday. Deadline for copy: Wednesday at noon.
- Classified Ads: Published weekly in *Newsline* on Friday and Monday on the Web. Deadline: Tuesday, close of business.

## Contact information

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Public Affairs, Lawrence Livermore National Laboratory

P.O. Box 808, L-797, Tr. 6527, Livermore, CA 94551

925-422-4599

Website: <http://www.llnl.gov/llnl/pao>

Internal Website: <http://www-r.llnl.gov/intranet/001news/labnews.html>

<http://www.llnl.gov/llnl/06news/employee.html>



**Public Affairs divides the Lab's directorates and programs into news "beats," each of which is assigned to a specific staff member for familiarity and continuity.**

<b>Contact</b>	<b>Beat</b>
Susan Houghton Director PAO (925) 422-9919 <a href="mailto:houghton3@llnl.gov">houghton3@llnl.gov</a>	Director's Office Lab Counsel's Office
Lynda Seaver Media & communications manager (925) 423-3103 <a href="mailto:seaver1@llnl.gov">seaver1@llnl.gov</a>	Special communication campaigns Administration Personnel actions Laboratory services Tech transfer
Gordon Yano Manager, special projects (925) 423-3117 <a href="mailto:yano1@llnl.gov">yano1@llnl.gov</a> ,	Health services Managing editor duties: Lexis-Nexis, clips, web Special projects Emergency planning
David Schwoegler Principal public information officer (925) 422-6900 <a href="mailto:newsguy@llnl.gov">newsguy@llnl.gov</a>	Special communication campaigns Defense & Nuclear Technologies Safety, Security & Environmental Protection (SSEP) Site 300/NTS
Bob Hirschfeld Principal public information officer (925) 422-2379 <a href="mailto:hirschfeld2@llnl.gov">hirschfeld2@llnl.gov</a>	National Ignition Facility (NIF) Medical technologies Energy & Environment Center for Accelerator Mass Spectrometry (CAMS)
Don Johnston Senior public information officer (925) 423-4902 <a href="mailto:johnston19@llnl.gov">johnston19@llnl.gov</a> ,	Newsline editor General assignment
Elizabeth Campos Rajs Senior public information officer (925) 424-5806 <a href="mailto:rajs1@llnl.gov">rajs1@llnl.gov</a> ,	Education Survey Action Team (SAT) communication (includes work/life inserts) General assignment

<p>Anne Stark Senior public information officer (925) 422-9799 stark8@llnl.gov</p>	<p>Accelerated Strategic Computing (ASCI) Computation Engineering Physics &amp; Advanced Technologies (PAT) Chemistry &amp; Materials Science (CMS)</p>
<p>Stephen Wampler Senior public information officer (925) 423-3107 wampler1@llnl.gov</p>	<p>Homeland Security Nonproliferation, Arms Control &amp; International Security – NAI) includes CGSR National media pitches</p>
<p>Bert Heffner Environmental Community Relations Manager (925) 424-4026 heffner1@llnl.gov</p>	<p>Environmental Protection Inter-agency issues</p>
<p>Charles Osolin Manager, JGI (925) 296-5643 osolin1@llnl.gov</p>	<p>Joint Genome Institute (JGI) Biology, Biotechnology Research Program (BBRP)</p>